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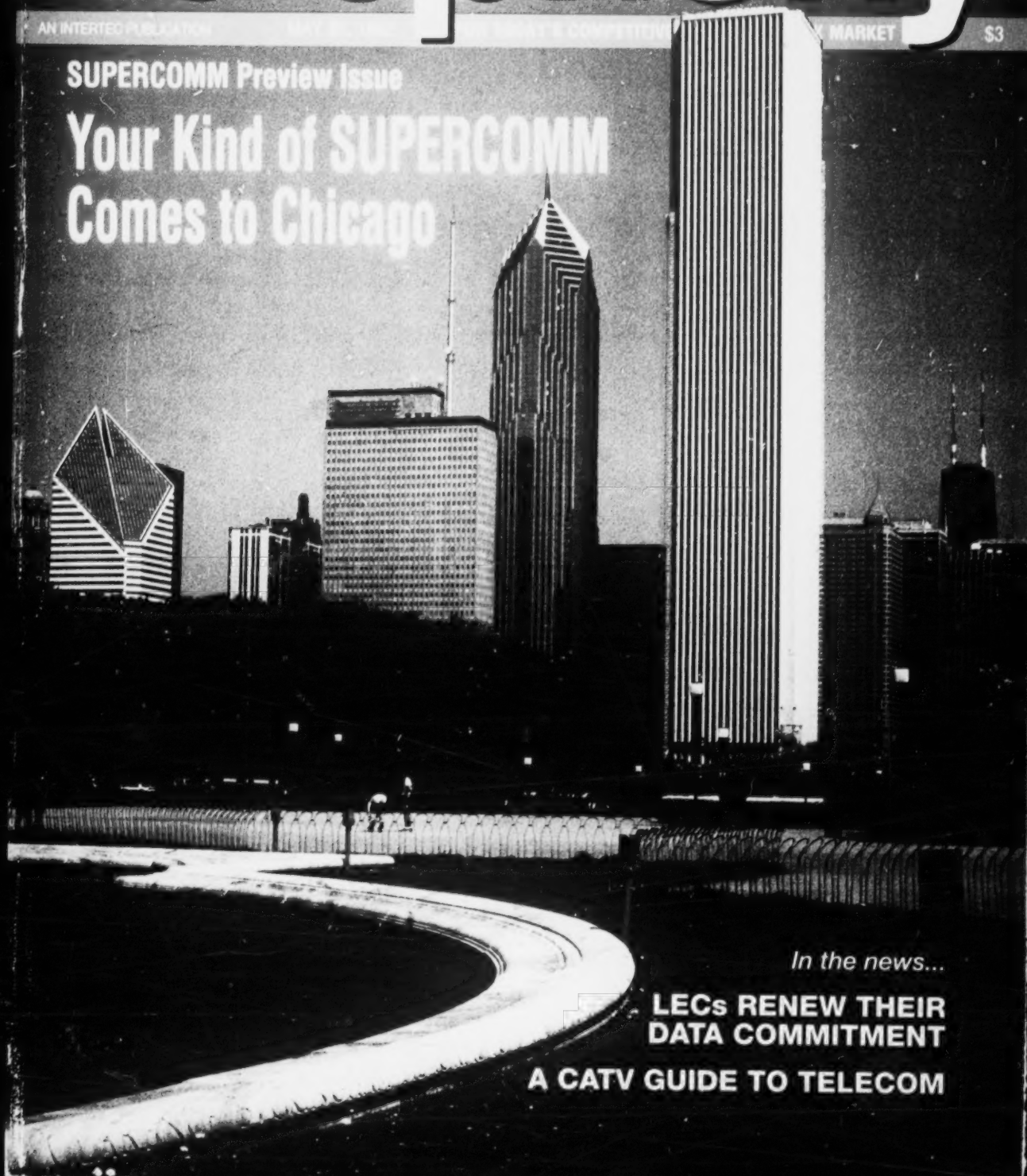
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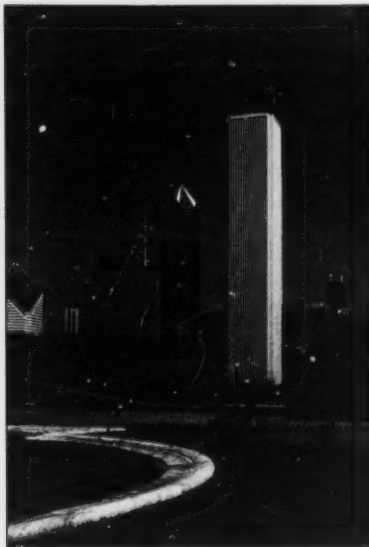
**Your Kind of SUPERCOMM
Comes to Chicago**



In the news...

**LECs RENEW THEIR
DATA COMMITMENT**

A CATV GUIDE TO TELECOM



MONDAY, MAY 25, 1992 Volume 222, No. 21

Telephony

FOR TODAY'S COMPETITIVE PUBLIC NETWORK MARKET

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SUPERCOMM Preview

YOUR KIND OF SUPERCOMM COMES TO CHICAGO

A *Telephony* Staff Report. Head for Chicago in early June to see hot technology and observe technology trends. As a major public network show in the U.S., SUPERCOMM has become the place where manufacturers show off their newest wares and their most popular applications. To peruse specific products that will appear on the show floor, turn to page 49

Cover photograph by Laura M. Doyle

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FITL award to honor fiber 'pioneers'

DEBORAH PFEIFFER, Associate Editor

There's no denying that fiber will be heading for the curb in the not-so-distant future. In fact, 1992 and 1993 are shaping up to be cornerstone years for fiber design and deployment. There's also no denying the important role fiber in the loop (FITL) will play in the network's future.

In honor of the efforts involved in getting fiber into the local loop, *Telephony*, ADC Telecommunications Inc. and Corning Incorporated will recognize individuals who have helped push FITL deployment. They will present the first annual *Telephony's* Fiber in the Loop Award at the U.S. Telephone Association's annual meeting in New Orleans in October. The award will go to individuals who have played significant roles in developing and deploying FITL technology.

Award winners will be chosen from three categories: vision, network design and implementation, and service development.

The vision award will go to an individual who has consistently and publicly forwarded the cause of FITL development.

"Certain individuals have played a central role as technology pioneers in pulling the industry into its future and promoting the best interests of consumers and the industry itself," said Larry Lannon, *Telephony* publisher. "*Telephony* is extremely happy to participate in honoring these pioneers—and all of their many colleagues throughout the industry whose energies and abilities have also contributed.

"FITL technology is at the center of the future of the telecom industry. It opens up vast vistas of potential services and new revenue streams that go

well beyond what was possible in the voice-only past."

The network design and implementation award will honor innovative, yet real-world, approaches to FITL deployment, such as unique system designs, deployment strategies and cost-saving measures or involvement in creative corporate partnerships.

Such innovations are critical to the market, noted Bill Hamer, vice president of advanced development for ADC.

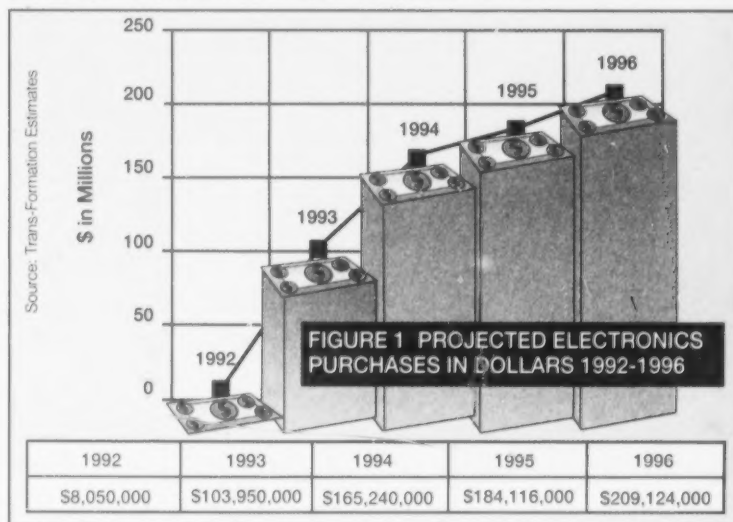
"One critical thing as the market moves along is realizing that there is more to fiber in the loop than entertainment video and basic telephone services," Hamer said. Fiber optics in the local loop, he

deployment efforts with customers in a trial or early deployment of FITL.

Going the Extra Mile

With the efforts of individuals such as these, fiber deployment is starting to take off.

Several factors are pushing fiber closer to the loop. First and foremost, it seems that fiber may be finally reaching cost parity with copper for at least some FITL applications. Local exchange carriers have gained experience in product trials, while vendors have field-tested and refined their products. By evolving its technical advisory for narrowband FITL systems into a technical reference,



said, will significantly change how the telecommunications network is used, permitting telephone companies to provide advanced services.

Telephone companies need leadership to extend their capabilities to a more dynamic position, especially relative to alternative service providers, Hamer said. Telcos need not just technological innovation, but also marketing innovation, he said.

In light of that imperative, the service development award will recognize an individual's involvement in actual, market-focused

TR-909. Bellcore has provided the industry with some guidelines. Several carriers have committed to first-office applications this year. And two or three carriers should award the first volume contracts for FITL systems this summer.

The first-office applications and volume contracts are key because they allow FITL vendors to ramp up at least limited production, which should help drive down system prices.

"In 1988, fiber to the curb

continued on page 96

Award *continued*

seemed imminent. Fiber deployment has occurred a lot more slowly than initially predicted," said Mark Lutkowitz, president of research firm Trans-Formation Inc. "But this year will be the first year of first-office applications and small-volume shipments. Next year, we'll see the real startup."

Trans-Formation forecasts that fiber-to-the-curb electronics purchases will hit 209 million in 1996, with installations reaching 942,000 lines (Figures 1 and 2).

One area that Scott Robbins, manager of fiber marketing for telephony applications at Corning, sees as very promising to the FITL market is that Bell operating companies are beginning to use fiber for rehabilitation. "They actually are putting in fiber in distribution areas, at houses. Their first-office applications are aimed directly at that," Robbins said.

Great progress also has been made bringing operations support systems into line, Robbins noted, an area where good work has been done and needs to continue.

"There's great movement in the FITL area. Critical processes are getting ironed out," said Robbins. "[The FITL] award is geared toward the people who are helping iron out these processes.

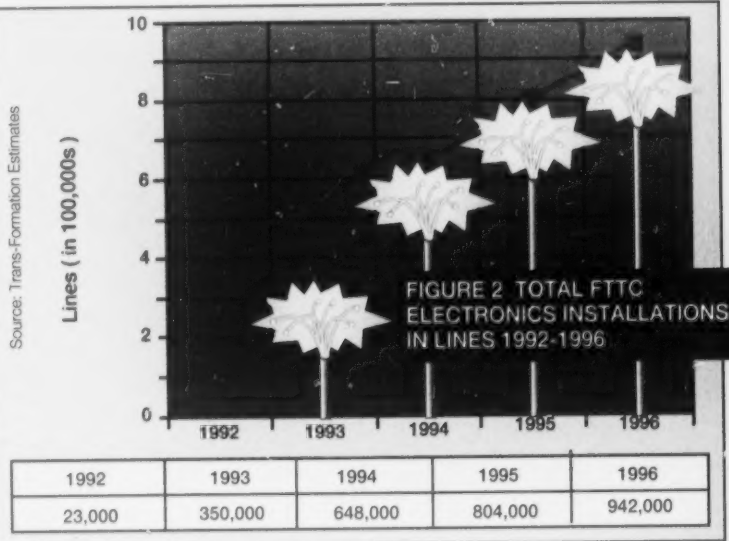
"We consider a wideband-capable network to be fundamentally important to this country's infrastructure. Corning will be a part of any award that takes that position."

William J. Cadogan, ADC president and CEO, echoes Robbins'

view on the importance of fiber.

"As the public network evolves to meet commercial needs, the push to bring fiber in the loop to reality will continue," Cadogan said. "New network architectures are being developed with this vision in mind. A phased, incre-

nominees must be current or retired employees of local exchange carriers or Bellcore. Employees in the vendor community are ineligible, along with retired carrier or Bellcore employees who have taken positions within the vendor community.



mental approach is required to bring the necessary electronics into position. Fiber in the loop brings fiber-based services closer to the end user at an economical cost to service providers."

FITL deployment is strategically important as the network migrates to broadband services, and multirate, multimedia applications, Cadogan added. With FITL deployment comes the availability of video and complex data services to businesses and residences at feasible rates, along with the opportunity to transport new services such as on-line banking, home shopping and more sophisticated telecommuting to users, he noted.

"Just as FITL deployment is not static, its implementation is not an isolated activity. It will take many years to convert all loop plant to fiber, and FITL will need to function effectively along with other transport options that will become available as technology continues to advance," Cadogan maintained.

It is the award's purpose to honor those people who contribute greatly to and promote this conversion process.

To be eligible for the award,

Nominations for the awards should include the nominee's name, company affiliation and accomplishments. They will be accepted between May 16 and July 15. Nominations should be sent directly to *Telephony*, 55 E. Jackson Blvd., Suite 1100W, Chicago, Ill. 60604; fax (312) 922-1408.

After the July 15 deadline, a four-member committee will evaluate the nominees. The evaluation committee will consist of Carol Wilson, *Telephony* Editor; ADC's Cadogan; Jan Suwinski, executive vice president of Corning's Opto-Electronics Group; and a Bellcore representative as yet unnamed.

The award winners chosen by the committee will be honored at a reception open to the entire industry and hosted by *Telephony*, ADC and Corning. The winners and guests will also be treated to a dinner sponsored by the three partners.

"Fiber in the loop is the next critical step in the continued evolution and enhancement of America's telecommunications infrastructure. Corning is proud to participate in this annual recognition of individuals who are leading the way," said Suwinski. ■

What have you done for FITL lately?

It's easy to nominate someone that you think deserves *Telephony's* Fiber In The Loop Award.

There are just three simple steps:

1. Make sure the nominee is a current or retired employee of a local exchange carrier or Bellcore.
2. Include the nominee's name, company affiliation and accomplishments, and
3. Mail or fax the nomination before July 15 to:

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Suite 1100W
Chicago, Ill. 60604
Fax (312) 922-1408